

## Weekly Letter of The Von Hamm--Young Co.

A well known automobile dealer from the mainland who visited the islands a short time ago stated that the Von Hamm-Young Company's big salesroom was the finest and most adaptable to the business which he had ever seen. Not only the salesroom itself, but the stock kept on the floor made a very great impression on him. He told one of the officers of the company that the equal to their display of machines could be found nowhere on the mainland except at an annual automobile show. He walked up and down the room, sizing up the quality and condition of the stock and was astonished at the concentration of quality and refinement. After looking over the road conditions and country work which the machines have to contend with, he stated that the combination of agencies held by the Von Hamm-Young Company were the most adaptable and most suited to local conditions. A more satisfactory array could not possibly be found in America or abroad, and he complimented the company very highly for their good judgment in the selection of agencies.

On looking through the registration lists he was not a bit surprised to find that the Von Hamm-Young Company had sold nearly two-thirds of the machines in the islands.

In commenting on the different makes of machines his ideas were as follows:

"Of course, everyone all over the country realizes, and it has been an established fact, that the Packard and Peerless cars are the best known, most satisfactory and most popular high-priced cars manufactured in the United States. Some people prefer the Packard, owing to certain qualifications, while others would select the Peerless. These cars, of course, are in practically the same class, but have their own distinctive features, which appeal to the different buyers in a different light. They both possess that wonderful elegance of finish and design which is so noticeable at the first glance of even a disinterested party. The Packard has that ever-ready, bulldog, never get out of order characteristic which is so coveted and sought after by the many other dealers. The Packard people have been a little backward about putting a six-cylinder car on the market until this year, but have been working hard improving and testing their 'Six' for many years.

When at last they did place a stock 'Six' on the market they presented the magic button which awakened the country from end to end, as it has all the good qualities of all the finest of the entire world and not even one of the bad ones. Just one demonstration is enough to convince the most skeptical. It is impossible to understand or even dream of the flexibility and easy-riding qualities until riding in one of these machines. Quoting the words of one of the young bloods the other day, 'she rides like a biplane, and when the throttle is opened up to face a grade the effort is like a huge coiled spring slowly unwinding instead of the regular jerky pull of the ordinary type.'

"The fine workmanship and design are characteristics which appeal to many Peerless purchasers. Everyone knows the great racing stunts accomplished for years by the great Barney Oldfield in a green dragon Peerless car. Of course, to the general public racing is a small specialty for a machine to have, but when it is considered that a great racing machine has to be manufactured to withstand the greatest speed attained by any moving object, and has to stay to the finish, one must realize that the product must be of the highest class, and higher and more reliable than its opponent in order to win. The Peerless engine has always been a thing of beauty and a joy forever. Great stress has always been laid on the workmanship and finish in the Peerless car. Every part has its tensile strength evenly divided throughout, as like a chain, it is no stronger than its weakest link. The specially marked test ure this year is the electric light plant, which has been installed to supply current for the head, side, tail and speedometer light. This is certainly a much appreciated new departure, owing to the fact that no matches or gas have to be used, and the lights are all operated by simple switches within reach of the operator. Of course, other systems of this type have been used, but none have come up to the real standard of the Gray & Davis 1912 dynamo. This machine not only supplies current for the lights, but also charges the battery which is in use when the engine is not in motion. The cork-inserted expanding leather-faced clutch is a feature which is bringing the car into more prominence every day."

The next car under discussion was the Stevens-Duryea six-cylinder, five-passenger torpedo, which happened to be next in the line. The chief topic of conversation on the Stevens was the fact that the Stevens were the first people to develop a satisfactory six-cylinder car. Such universal satisfaction did the Stevens Six give that the company has been building and paying more attention to Sixes than any other car on the market. The production of Stevens Fours has been small for the past four years but the production of their Sixes has been enormous. Universal satisfaction, flexibility, ease of riding and the three-point suspension are the slogan of the Stevens. The three-point suspension is an idea which has been very much copied by other manufacturers in the past. The three-point suspension is a scheme which took brains to work out, and is in use to stay for many years to come. Embodied in this arrangement are the combining of the engine and transmission cases to secure more rigidity and yet allow for more flexibility of the power plant to bad road conditions. In this arrangement the alignment of all shafts and bearings is perfect, which prevents unnecessary friction, wear, and loss of power. The Stevens is in a class by itself, being a very high-class article, selling for a very popular price, a trifle below the five thousand-dollar line.

The Cadillac was next presented to the tourist, who immediately took his hat off to the most popular medium-priced car on the market. The word "Cadillac" in the past four years has become a household name. The Cadillac has evolved from a single cylinder engine and jumping over the two-cylinder period it plunged into the four-cylinder class with a rush like a varsity football team. It took all honors before it and is now the most talked of car in the world. The Cadillac has this year gone ahead of all the other cars in installing a motor generator which cranks the engine, lights, the lamps and charges the storage battery. Ever mindful of reliability and public criticism it has installed as a secondary ignition the old reliable Delco system which has given such universal satisfaction in the last two years. With a heavier car and larger wheels the Cadillac has entered the big car class at a surprisingly low price. The 1912 line has already become so popular that agencies are being sought after from all over the world.

When questioned about the Buick and Overland lines the tourist stated that these two cars at popular prices had startled the country by their immense sales and good staying quality.

## HOWES TALKS

(Continued from page 29.)

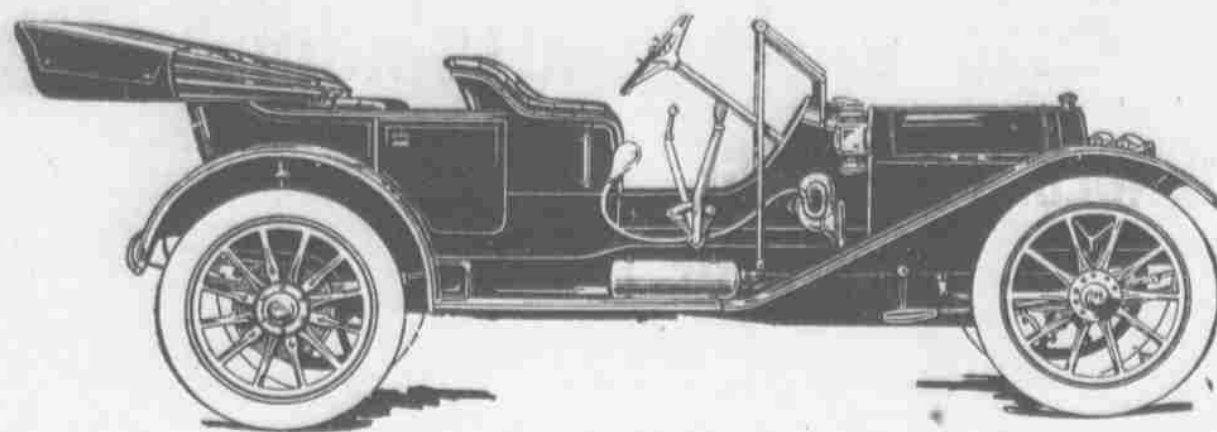
"The shipment of nearly 3500 cars in four months seems to be the best indication that the 1912 season will outstrip any earlier season in point of business. With 3435 cars already shipped the Chalmers company is still far behind in its orders. The factory is working full capacity and running night as well as day.

"The business already on our books assures that the Chalmers factory will be kept running full capacity throughout the winter.

"During the past few weeks some of the Detroit factories have been cutting down their forces. The Chalmers company, however, has been putting on additional men rather than laying any off. Instead of slowing down, the Chalmers company is bending every effort to increased manufacturing facilities. This company has just completed a considerable extension to the motor assembly department and is now installing increased facilities for the testing of motors. For over two months the factory yard has been filled with tents for the handling of cars going through the final testing, and there is no prospect that the tents can be done away with until new test sheds are erected. The necessity for additional manufacturing space recently made it necessary for the factory to come into the office and engineering building. All of the offices on the floor were crowded on a lower floor to accommodate a new body finishing room. "With such conditions existing the Chalmers company is looking for the biggest year in its history."

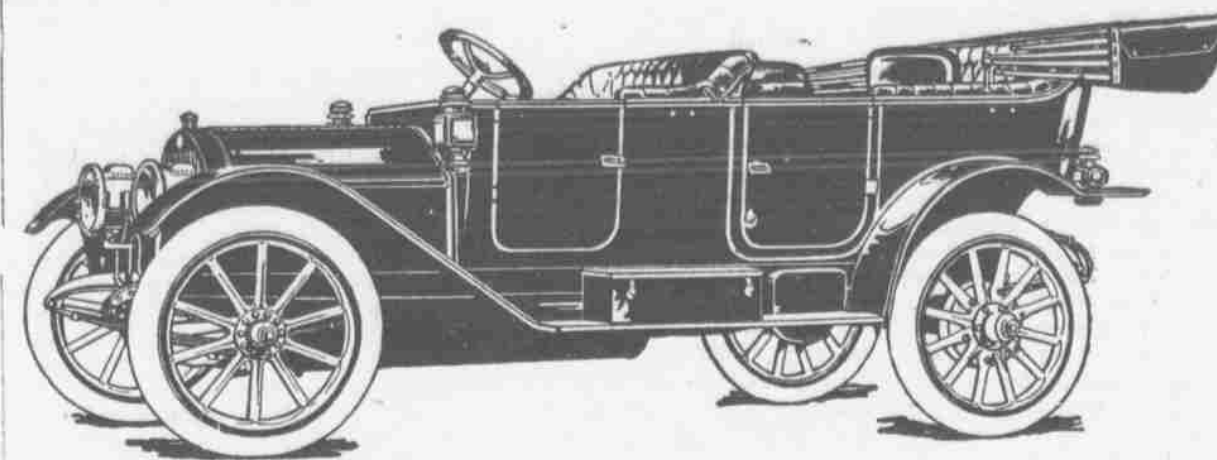
ties. Both of these concerns are making many different types of cars and are sold away ahead of their production. In putting out a \$900-50 horsepower touring car of medium size the Overland has ventured farther into the depths of the small profit and large sales game than any other manufacturer has ever dared to do. This car is such a pronounced success that it is reaching the farthest limits of civilization. More of these cars are being sold on the mainland than any other three makes of same priced cars.

The Hupmobile was the next car on the floor which was under the rapid-fire gun of the mainland critic. It is known to all parties interested that the Hupmobile is the most appreciated boon that the busy man and shopper has ever come in contact with. The ease of handling, the phenomenal low cost of up-keep and the small space that the cars take up are very



## THE 1912 CHALMERS

THE CHALMERS "30" Pony Tonneau has been and is the *Most Popular Four-Passenger Body Type Produced*. It has been the most imitated. Although changed in body design, it remains AN IDEAL CAR for the man who wants a STANDARD, LIGHT, FLEET, FOUR-PASSENGER AUTOMOBILE.



THE CHALMERS "36", foredoor, is the PERFECTION of the Chalmers IDEA. It is roomier in every way than the "30", and makes a *Most Striking Street Appearance*. It is Strong, Durable and Speedy.

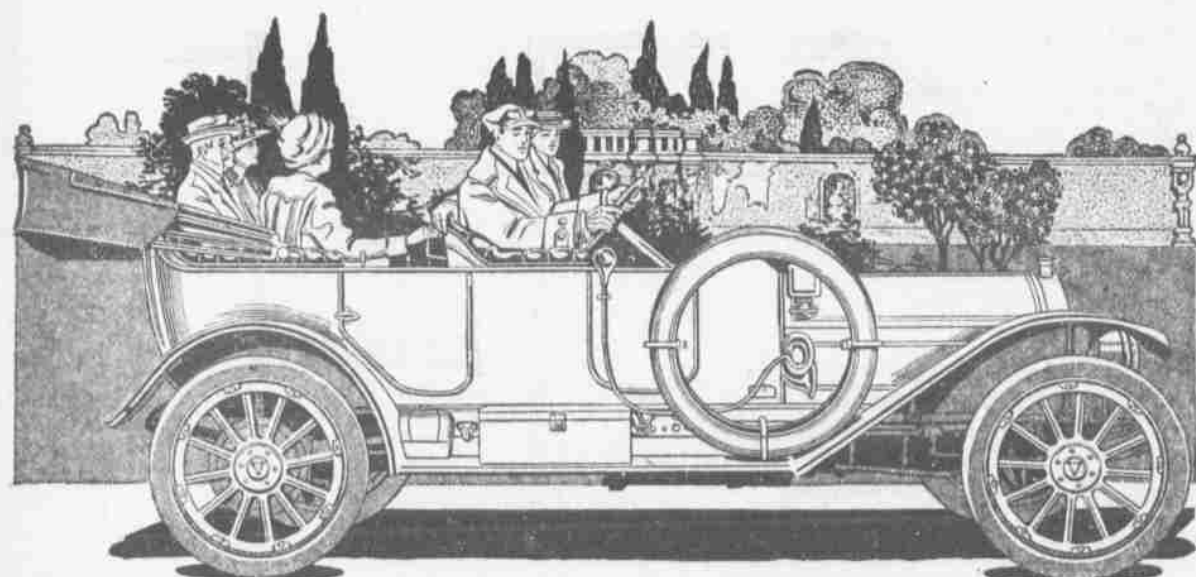
Free demonstration of these cars cheerfully given.

### The Associated Garage Co., Ltd.

DEALERS IN MOTOR CARS.

MERCHANT AND BISHOP STREETS.

HONOLULU, HAWAII



## The Are Three Original, Cardinal Features in Stevens-Duryea Motor Cars

1. The Six Cylinder Motor.
2. The Multiple Disc Clutch (Dry Plate).
3. The "Unit Power Plant" supported on "Three Points."

### The Motor

The smooth, even stream of power of the Stevens-Duryea Six Cylinder Motor allows the car to crawl, pull on a grade, or speed without power impulses or jerks being communicated to the car's occupants.

### The Clutch

The pioneer Multiple Disc Clutch "Dry Plate"—a self adjusting and self-contained unit—positively connects the generated power with the driven mechanism.

### The "Unit Power Plant"

The "Unit Power Plant" supported on "Three Points" prevents the absorption and waste of power, the greatest advance in motor car design ever invented. Stevens Duryea Motor Cars embodied this "years-in-advance design" since 1894.

Our Distributors will explain to you the advance made by Mr. J. F. Duryea when he gave to the motor car world the Stevens-Duryea "Unit Power Plant" supported on "Three Points."

STEVENS-DURYEA COMPANY.

Chicopee Falls, Mass.

Pioneer Builders of American Sixes.

## The von Hamm-Young Co., Ltd.

Local Distributors